

## Nite Ize Revolutionizes Waterproof Technology

**BOULDER, Colo., January 8, 2019** – Nite Ize®, a leading manufacturer of innovative solution-based products, is turning the world of waterproof bags upside down with new technology that makes what was once impossible, possible. The RunOff™ line of waterproof bags are submersible, dustproof, and compressible – and are available in sizes that were unattainable before now.

The unique patented [TRU™ Zip](#) waterproof zipper developed by Nite Ize sets the RunOff bags apart from anything else on the market. The simple slide-to-secure zipper is easy to use and features a waterproof seal (tested to IP67) that's strong, snag-proof, and creates a confident closure you can feel. Its toothless design is silent, glides smoothly, and offers maximum reliability whether it's left out in the rain or fully submerged.



The line ranges in size from the pocket-sized RunOff Waterproof Wallet to larger packing cubes, making these bags versatile companions for everything from business travel to trips to the beach. Featuring durable TPU construction and RF-welded seams, the RunOff line is designed to stand up to all of life's adventures. Details like incorporating strong nylon handles onto the larger bags and integrated anchor points and belt loops on the smaller bags allow for convenient carrying and attachment, and the compressibility feature means that a week's worth of clothes can fit in the packing cubes. From the big details down to the smallest ones, RunOff waterproof bags are built to be trusted, tested, and tough.

[RunOff Waterproof Wallet](#): Protect and organize ear buds, credit cards, cash and more with this Waterproof Wallet that's small enough to fit in your pocket or easily attached to belts or backpacks using the built-in attachment points. With interior dimensions measuring 3.7" x 4.7", the Waterproof Wallet is available for an MSRP of \$24.99.

[RunOff Waterproof Pocket](#): Offering a slim and durable design with built-in attachment points, the Waterproof Pocket is great for protecting and organizing everything from passports to electronics. With interior dimensions measuring 5.2" x 6.5", the Waterproof Pocket is available for an MSRP of \$29.99.



[RunOff Waterproof 3-1-1 Pouch](#): Designed to meet the TSA's Liquids Rule, the gusseted bottom makes this bag perfectly suited to holding travel-sized toiletries. With interior dimensions measuring 6" x 8.8" x 2.4", the Waterproof 3-1-1 Pouch is available for an MSRP of \$34.99.



[RunOff Waterproof Toiletry Bag](#): Perfect for traveling with full-sized toiletry items, the Waterproof Toiletry Bag makes organizing and accessing your items easy while protecting your gear from leaks and messes. With interior dimensions measuring 5" x 9.5" x 3.9", the Waterproof Toiletry Bag is available for an MSRP of \$39.99.

[RunOff Waterproof Medium Packing Cube](#): Fits perfectly in backpacks and carry-ons, this bag is great for everyday uses, like heading to the gym or compressing clothes for overnight travel. With interior dimensions measuring 7" x 10" x 3", the Medium Packing Cube is available for an MSRP of \$44.99.

[RunOff Waterproof Large Packing Cube](#): Large enough to hold shoes and jackets, but small enough to fit in a carry-on, this bag protects, compresses, and organizes your gear. With interior dimensions measuring 10" x 14" x 3.2", the Large Packing Cube is available for an MSRP of \$54.99.



For more information about the RunOff waterproof bags, visit [NiteIze.com](http://NiteIze.com).

#### **About Nite Ize:**

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Travel, Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

**Media Contact:** Jason Silva, CGPR (for Nite Ize) / 781.639.4924 x112 / [jason@cgprpublicrelations.com](mailto:jason@cgprpublicrelations.com)